

Hosting & Domain Setup SOP

Purpose: Standardize how the team identifies hosting scenarios and moves clients to the correct next step (access or 15-minute setup call) without losing time or affiliate opportunities.

1) Objective (Read This First)

- Decide **hosting ownership** early.
 - Take **one clear next action** only:
 - **Admin access** (no call), or
 - **15-minute setup call** (domain/hosting).
 - Avoid back-and-forth. Keep momentum.
-

2) Quick Qualification (Ask in First Conversation)

Ask these **4 questions** and stop:

1. Do you already have a website?
2. What platform is it on?
3. Do you have hosting?
4. Where is your domain?

Tag the scenario immediately.

3) Scenarios → Action → Message

Scenario A — Existing WordPress (Redesign Only)

Action: Admin access (NO call)

Send this message:

Perfect. Since your site is already on WordPress, the next step is to set up admin access so I can prepare everything in advance.

Please create a new WordPress admin user for me using the details below:

Role: Administrator

Username: jehanzaib_007

Email: accessjehanzaib@gmail.com

Password: sofjub-1megzo-teCsok

This will allow me to review your hosting, confirm compatibility, and make sure the new site can be transferred instantly once approved.

You can change or remove this user after the project is completed.

Scenario B — Non-WordPress CMS (Wix, Squarespace, etc.)

Action: 15-minute setup call

Send this message:

Since your current platform doesn't support WordPress hosting, the next step is to set up hosting.

We'll do a quick setup call where we'll:

- Choose a suitable WordPress hosting plan
- Set it up correctly from the start

The call will take no more than 15 minutes.

If you're available right now, we can do it immediately.

Otherwise, let me know a time that works best for you.

Scenario C — New Business (No Domain, No Hosting)

Action: 15-minute setup call

Send this message:

Before we start development, we need to set up your domain and hosting.

We'll do a quick setup call where I'll help you:

- Choose a good domain
- Select the right WordPress hosting
- Set everything up correctly

The call will take no more than 15 minutes.

If you're available now, we can do it right away,
or you can share a time that suits you.

Scenario D — Domain Exists, No Hosting

Action: 15-minute setup call

Send this message:

I see that you already have the domain.

The next step is to set up the hosting so we can proceed with development.

We'll do a quick setup call where we'll:

- Choose a suitable WordPress hosting plan
- Connect your domain correctly
- Make sure everything is set up properly from the start

The call will take no more than 15 minutes.

If you're available right now, we can do it immediately.
Otherwise, let me know a time that works best for you.

Scenario E — Hosting Exists but Needs Review (Weak / Unknown)

Action: 15-minute review call

Send this message:

Before we proceed, I'd like to quickly review your current hosting
to make sure it's suitable for your project.

We'll do a short call (15 minutes max) to:






- Check compatibility and performance
- Decide if any changes are needed before development

Let me know if you're available now,
or share a time that works best.

4) What Happens on the Setup Call (Internal)



- Client buys hosting via approved link
 - Client owns the account
 - Team guides setup live
 - Client shares access to agency email
 - Call ends → development starts
-

5) Non-Negotiable Rules

-  No hosting links sent in chat
 -  No “figure it out” guidance
 -  No long explanations
 -  One scenario → one action
 -  Either **admin access** or **15-minute call**
-

6) Success Metric

If the client:

- Created admin access →  success
- Joined setup call →  success

Anything else = process failure.

End of SOP